Ideas for videos

*At our brainstorming meeting we shared some pop culture ads that we might be able to model a math message on. The first link is to late 80’s PSA, but then watch the 2nd link, which spoofs the first. The third link is to a recent series of insurance commercials you may have seen.*

*These three were mainly used as examples of how a video might be shot, although the content would obviously be different.*

parents who do drugs have kids who do drugs - <http://youtu.be/Y-Elr5K2Vuo>

parents who need cpa's have kids who need cpa's - <http://youtu.be/5hH30PQYnXc>

non-sequiturs - <http://youtu.be/c-zG5U0v3gU>

Rough draft of catch phrases

*These were offered by our group as a starting point from which we could generate new ideas or refine those on the list.*

**“M**aking **A**ttitudes **T**hat **H**ave **S**marts”

“Math isn't a 4 letter word”

“Math made the difference”

“Math is the path” is a thematic slogan that would overarch messages geared towards the parents of children of different ages:

* parents set the course (<http://goo.gl/cCGwn>)
* prek: baby talk (<http://goo.gl/WVUD2>)
  + where: OB/ GYN, pre-school, pediatricians
* K-5: direct relationship between number talk and student achievement (<http://goo.gl/WVUD2>)
* 9-12: math is key to kees
* 12+: professional happiness, income (<http://goo.gl/W7djk>),

*The following was a discussion we kept coming back to during our brainstorm session…*

why is it ok to say " i'm not good at math" but "I'm not good at reading" isn't ok? *american adults openly proclaim their ignorance of mathematics as if it were some sort of merit badge; observed by USA's National Research Council in 1999.*

Who might be involved in dissemination?

* Send a pre-written op-ed to KCTM members and ask them to all forward the op-ed along to their local newspapers on the same day.
* Prichard committee
* Churches

Supports KCTM might provide to communities and schools

* KCTM might create an award or grant for a school where math is celebrated
* Provide a math night framework, giving reasons why engagement with parents is so important
* Find and offer surveys meant to gauge parental attitudes towards math and their child’s math education